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### **Automated Jobs Takeover**

Technology and automation are slowly taking over our daily lives. It is inevitable to not come in contact with technology in the outside world, but slowly, technological advancements have also infiltrated our home. This includes automated home systems, technological appliances, and other innovative designs that enhance our standard of living. Although the advancement of technology is fiercely fast, economists still suggest that automation creates economic growth, reduces prices, and also creates new jobs that replace old fully automated jobs. It is likely that automation will drastically replace the current labor force in the next economic crisis due to high salaries/wages, and increasing efficiency through automated machines will not only enhance the firm's productivity, but also cut down costs for payrolls. In my memo, I will discuss factors that are affecting automation in the US including what is easy or difficult to automate, and analyze what type of jobs are at risk in the future, and whether it would affect my future career path as a desired marketing manager.

Firstly, jobs such as cooks, waiters, and food services would be heavily affected and overtaken by automation (Orduna, 2021). For example, self checkout desks and computerized hotel concierges could become fully automated in the future. Walmart is preparing to eliminate cashiers and rely on in store sensors with facial recognition technology to ensure checkouts. Nowadays, restaurants already have self ordering machines and robot assisted kitchens that

replace food workers. At the same time, autonomous vehicles could replace short haul delivery drivers such as Walmart delivery trucks or even Amazon deliverers (Orduna, 2021).

Labor intensive manufacturers and transportation industries will be impacted detrimentally because their jobs are easily replaced by low cost machines that produce a higher efficiency than humans. This would also affect young workers who are starting off their career because less places are hiring resulting in less job opportunities. Men with lower levels of education are those who would also be heavily impacted as they dominate manufacturing jobs, and administrative positions that were previously dominated by women such as front desk jobs will also be overtaken by automation (O'brien, 2019). Specifically, AI generates natural language processing that allows them to understand speech and provide technical support to customers. On the other hand, HR departments are also in danger with the new robotic process automation that can handle all tasks. Overall, jobs that require advanced education, interpersonal skills and emotional intelligence will be harder to replace. Computers are easier to maintain and implement in entry level jobs that require repetition; therefore, jobs that focus on complex tasks would arise, and these would not be impacted by an increase of automation in the US workforce.

As someone who wants to dive into marketing, these roles, specifically managerial occupations for marketing are also at risk of automation to a certain degree. Based on the website, there is an 18% low minimal risk of being automated, but there is a 39% chance of full automation in the next two decades. On the bright side, the number of job openings for marketing managers are expected to rise with the help of very fast growing social media platforms. Marketing managers typically earn a higher average wage relative to other positions, and that is a result from the

requirement of complex problem solving and interpersonal skills for this position. These jobs often involve intricate, unique, and precise works, making it difficult for machines to replicate the required tasks. Competition for seniority that results in higher wages also disappears. People who just entered the workforce could take advantage of low level roles that are overtaken by automation, and compete in a new job market that no one has done before in terms of data analytics and automation technical support.

In my opinion, I think marketing manager tasks will be altered instead of fully disappearing; thus, I do not agree with the website that full automation will take over this specific job in the next two decades. I can definitely see AI providing data or support to marketing managers on new marketing ideas or campaigns, however, the decision making process of weighing out not only physical data, but also the emotional connection between consumers and manufacturers would separate automation and real life employees as marketing managers. Parts of the job can be automated such as standardized emails, advertising formats, and global hot trends that could be incorporated in new campaigns. However, connecting with consumers cannot be automated as humans are better at deciding what to promote and how to advertise through personal and emotional levels that automation cannot do. I believe that my desired job occupation will last a long time, at least two more decades as social media increases the number of opportunities for marketing managers. At the end of the day, anything that can replace humans that are high cost, high maintenance, and harder to deal with would be replaced. Machines do not have feelings, do not need rest, and do not make human errors; thus, employers will prefer machines and lay off workers to cut costs.

## Reference

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